

# USEITI.doi.gov

**18F** in partnership with the USEITI MSG

**who is our user?**





A man in a dark suit and white shirt is pointing his right index finger towards a world map on a wall. The map is partially visible on the left side of the frame. The background is a solid blue color.

**“ How does extraction  
impact my town? ”**







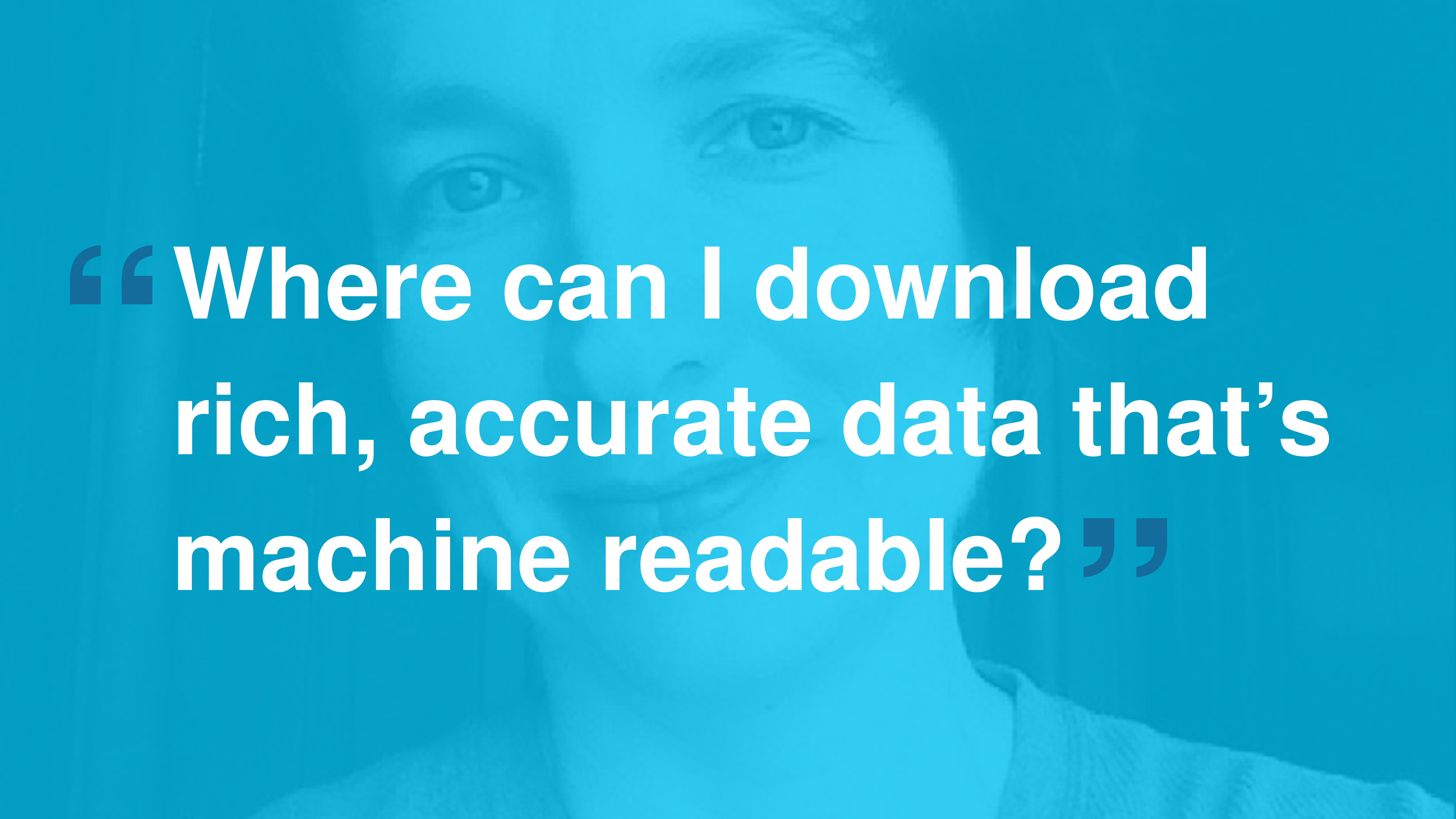


“ What meaningful  
information can I give to  
my readers now? ”









“Where can I download  
rich, accurate data that’s  
machine readable?”



**different users**

**different users**  
**different needs**



**different users**  
**different needs**  
**one website**

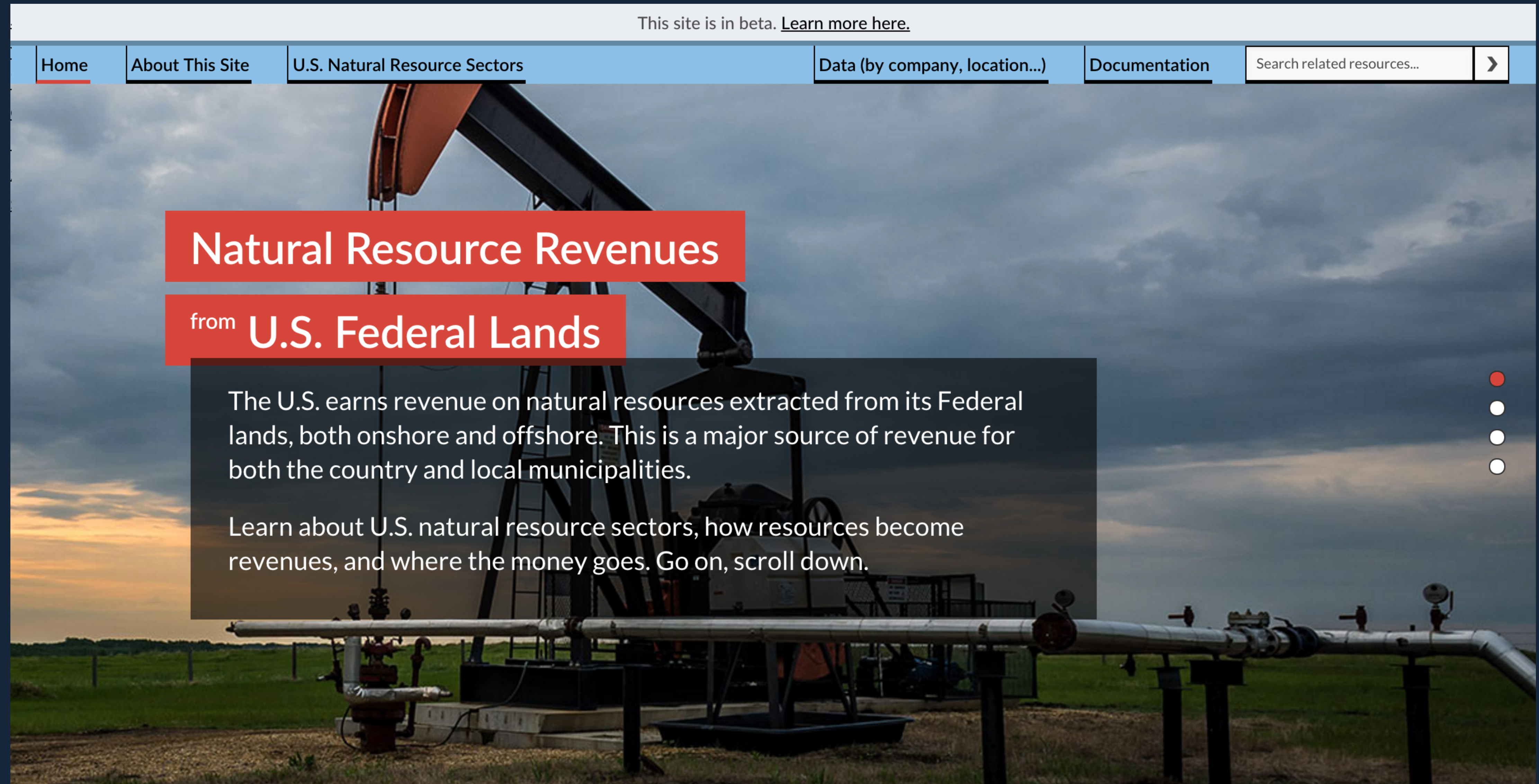
**how should it look?**



VISUAL DESIGN

beta site

# VISUAL DESIGN



This site is in beta. [Learn more here.](#)

[Home](#)

[About This Site](#)

[U.S. Natural Resource Sectors](#)

[Data \(by company, location...\)](#)

[Documentation](#)



## Natural Resource Revenues

from **U.S. Federal Lands**

The U.S. earns revenue on natural resources extracted from its Federal lands, both onshore and offshore. This is a major source of revenue for both the country and local municipalities.

Learn about U.S. natural resource sectors, how resources become revenues, and where the money goes. Go on, scroll down.



**VISUAL DESIGN**

logo

VISUAL DESIGN / LOGO





**USEIT** Extractive  
Industries  
Transparency  
Initiative

VISUAL DESIGN / LOGO

**USE IT I?**

VISUAL DESIGN / LOGO

USEITI

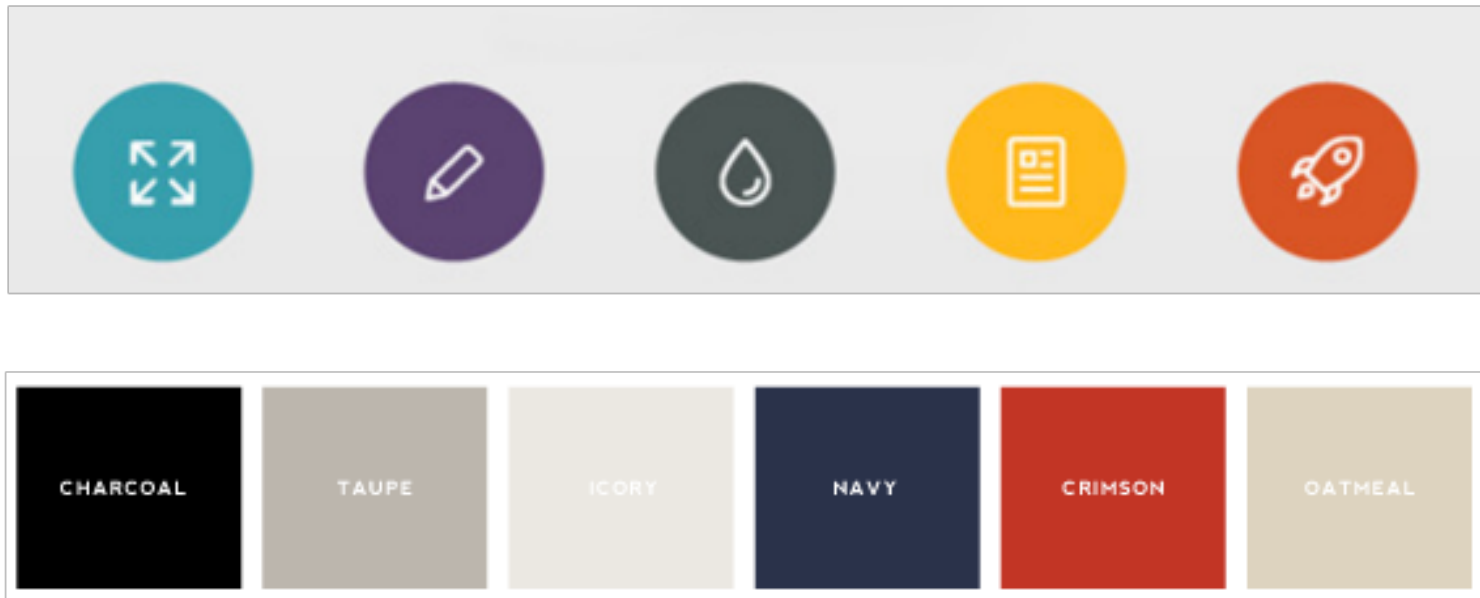
The United States Extractive Industries  
Transparency Initiative

**VISUAL DESIGN**

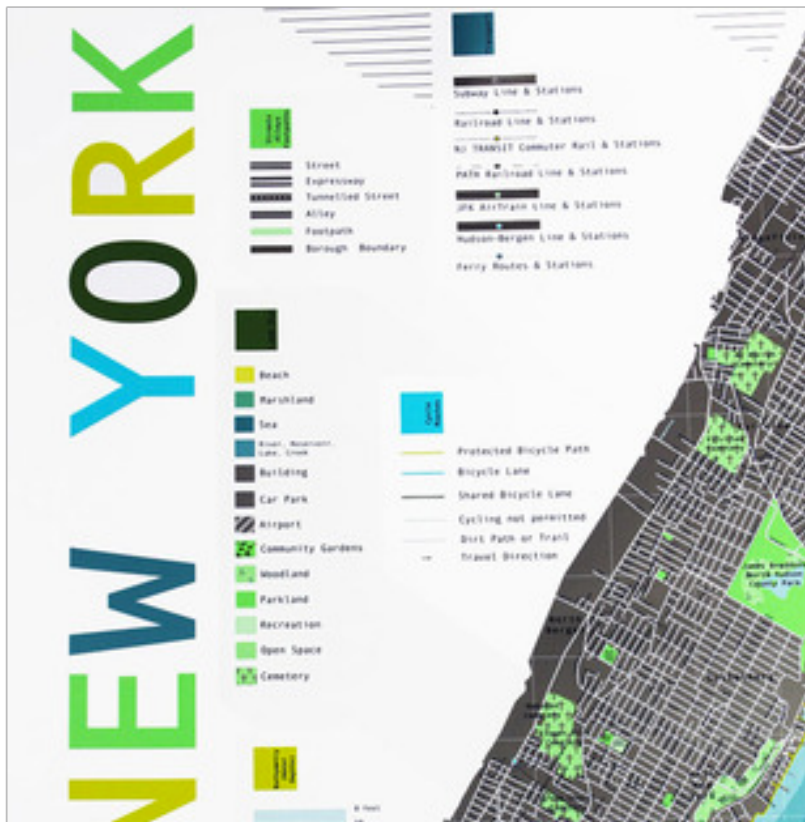
**colors**



# VISUAL DESIGN / COLORS



121	63	13	#793F0D
172	112	61	#AC703D
195	142	99	#C38E63
228	153	105	#E49969
229	174	134	#E5AE86
238	197	169	#EEC5A9
110	118	73	#6E7649
157	151	84	#9D9754
199	195	151	#C7C397
180	168	81	#B4A851
223	210	124	#DFD27C
231	227	181	#E7E3B5
132	109	116	#846D74
183	166	173	#B7A6AD
211	201	206	#D3C9CE





**VISUAL DESIGN / COLORS**

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Transparency Initiative

**VISUAL DESIGN / COLORS**

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Transparency Initiative



**VISUAL DESIGN / COLORS**



**blue**

**VISUAL DESIGN / COLORS**



**blue**



**green**



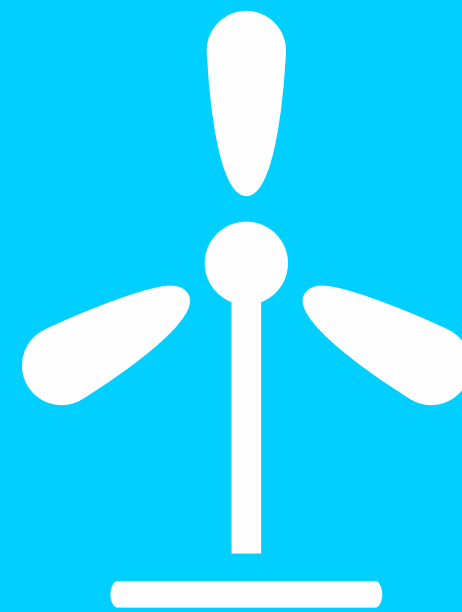
VISUAL DESIGN

data &  
transparency

## VISUAL DESIGN / DATA & TRANSPARENCY

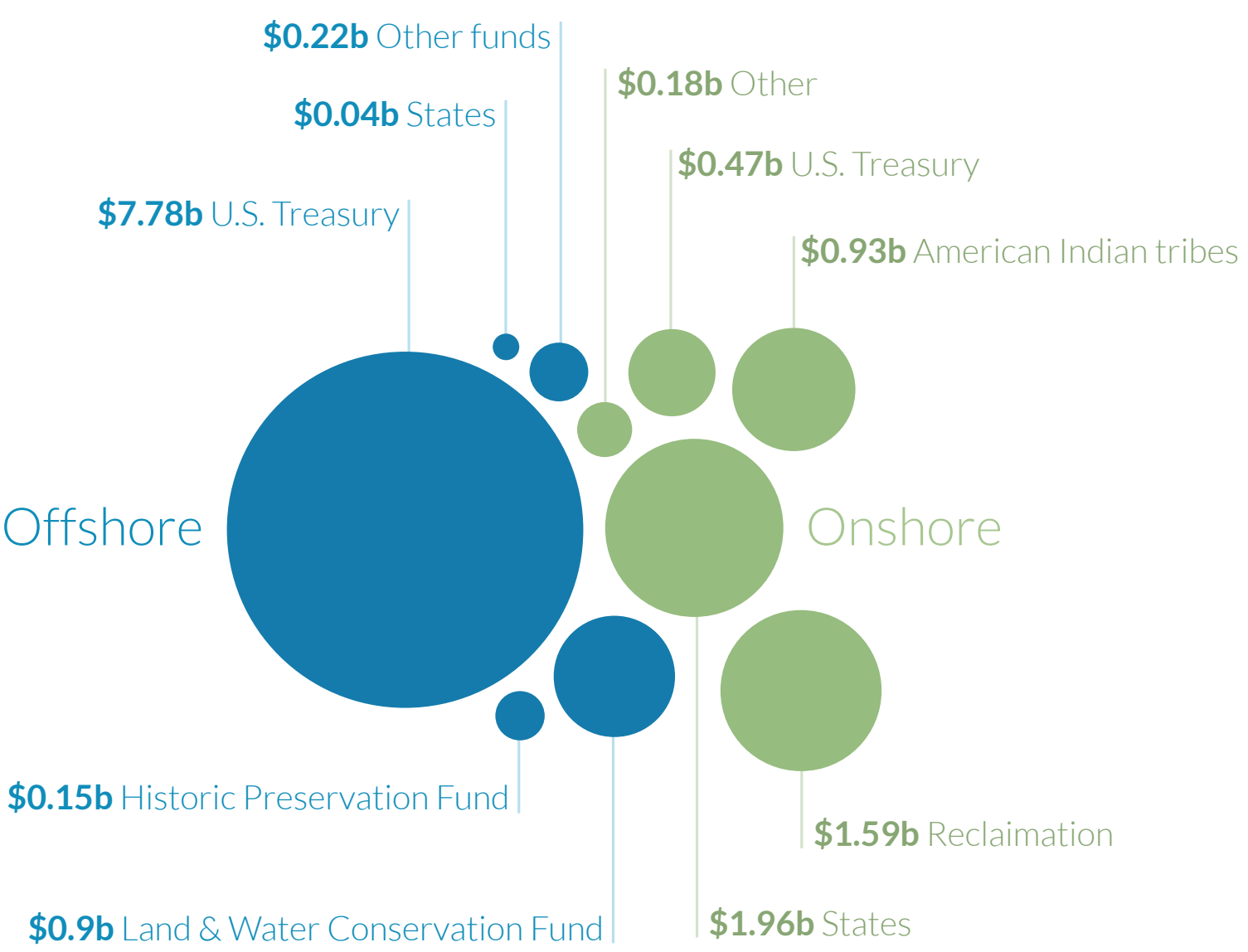
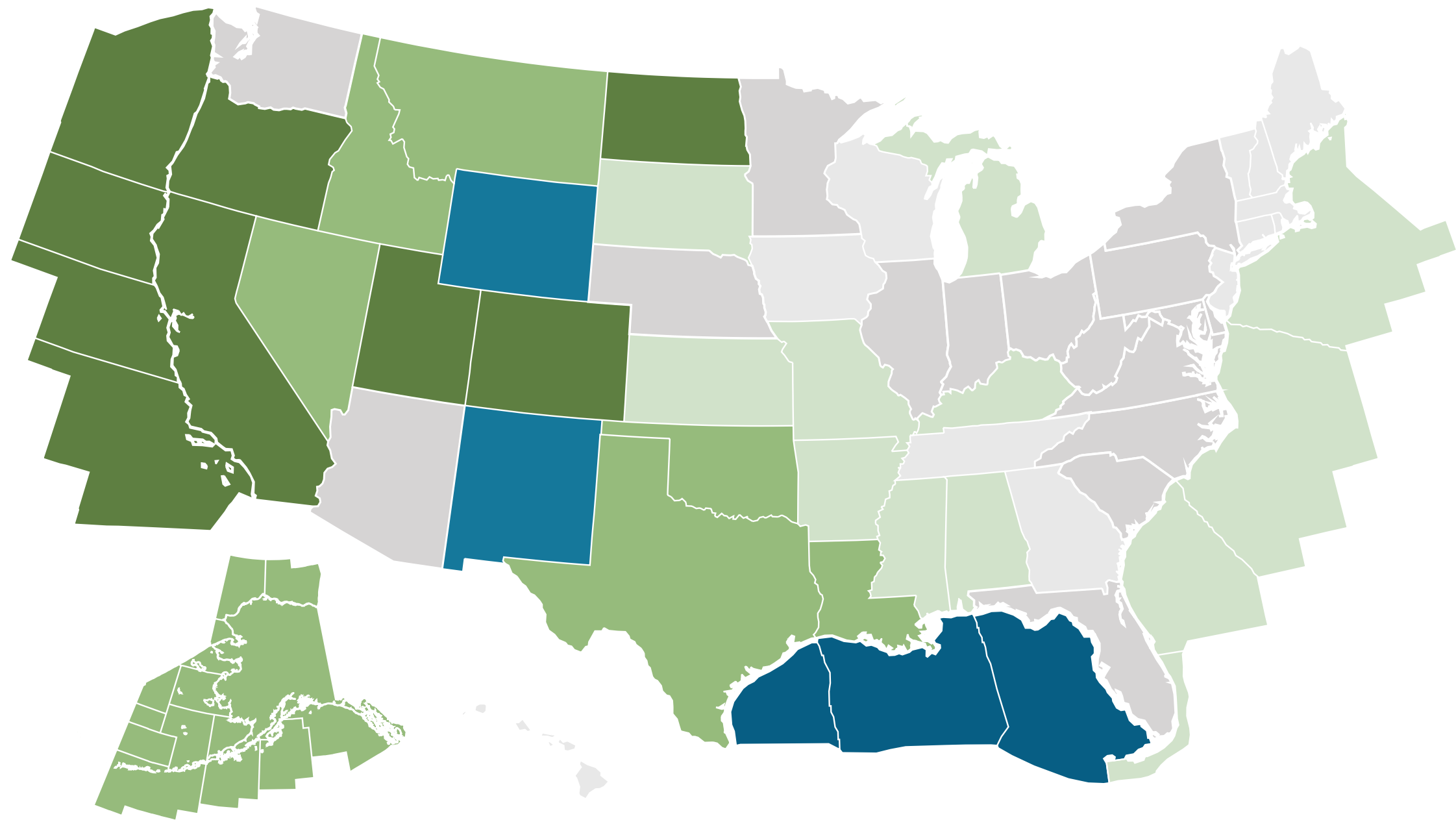
- Start with good data
- Let data drive design
- Make it fun

**VISUAL DESIGN / DATA & TRANSPARENCY**





VISUAL DESIGN / DATA & TRANSPARENCY




demo





# The United States Extractive Industries Transparency Initiative

USEITI is part of an international effort to promote open and accountable management of natural resources. This site provides data about how the U.S. manages extractive industries .

[Learn more about the initiative.](#)

See how it works



**Thanks!**